

Area Demographics

217 Healdsburg Avenue, Healdsburg, CA 95448

(707) 433-6935 or 1-800-648-9922 (CA)

www.healdsburg.com



Healdsburg is situated between Fitch Mountain to the east and a range of low mountains to the west, and is located 75 miles north of San Francisco off Highway 101. Established in 1857, the earliest residents were members of the Pomo Indian tribe. In 1857, Healdsburg was incorporated and developed around a central Spanish-style plaza. This unique plaza is one of the few remnants of early California town planning existing in the U.S. today. Historic homes and quaint storefronts retain the flavor of Healdsburg's rich heritage.

Demographic Facts (2010 Statistics): Healdsburg encompasses approximately 3.56 square miles (2,276.5 acres) and serves a population of 11,931 in a greater trade area of 50,000. There are about 900 businesses in town, employing more than 5,100 persons. Operating under a Council/Manager government, Healdsburg has a General Plan that is updated at five-year intervals.

Race: White-70%; Hispanic-29%; other-1%

Language Spoken at Home: (by persons 5 years and over): English-73%; Spanish-26%; other-1%

Median Household Income: (EST): \$65,000

Average Age: 40.8 years

Number of Households: 2012: 4,378; % Owner Occupied: 57.6%

Altitude: 106 feet

Weather: Snow free and smog free, the city is dry in summer with average temperatures ranging between 70 and 95 degrees, cooling off by evening. Winter's average rainfall is forty inches with temperatures ranging from 28 to 60 degrees, December through February.

Housing: Healdsburg offers a mix of classic and modern, rural and apartment/townhouse living. Average rental of a 1-bedroom apartment is \$900/mo; 2 bedroom apartments are \$1050/mo. House rentals are from \$1200/mo and up. Purchase price of a single-family dwelling starts at \$543,000; condos average \$375,000. Commercial downtown retail space rents for about \$4.00/sq.ft; warehouse space is about \$.90/sq.ft.

School: Healdsburg has an award winning high school, one charter school (K-5), one junior high (6-8), and three elementary schools all on a semester calendar. Also available are an independent school (K-8), a parochial school (preschool-8), a Christian academy (9-12), pre-schools and day care centers. A 2-year college, Santa Rosa Junior College, is located 15 miles south. Sonoma State University is a four-year college located 22 miles south in Rohnert Park.

City Services: Police, fire, park and recreation facilities are city maintained, along with an independent electrical, water, and sewer utility system. A municipal airport allows additional access to the town, and local transit system provides transportation for residents and visitors.

Community Parks and Recreation:

There are lighted tennis courts, picnic and playground facilities including the Healdsburg Family Playground in Giorgi Park. Historic downtown Plaza Park. Carson Warner Skate Park. Healdsburg Veterans Memorial Beach is open to the public for swimming, fishing, canoe rentals and picnics. A community swimming pool is open all year. The 9-hole golf course is located on 60 acres and includes a pro shop. Lake Sonoma is located 12 miles west of Healdsburg.

Edwin Langhart Museum: Specializing in the presentation of Northern Sonoma County history, the museum is in the restored historic library building at 221 Matheson Street. Exhibits are featured on a rotating basis, and are managed by The Healdsburg Museum & Historical Society.

Library: An 11,400 sq. ft. library, located at 139 Piper St., is part of the Sonoma County Library System. The book capacity is 35,000 with 15,000 volumes for children. It also houses the Sonoma County Wine Library.

Hospital: Healdsburg District Hospital is a full service, 49-bed acute care hospital, providing 24-hour emergency care via the Wetzel Family Emergency Room.

Major Shopping Areas: Downtown Plaza Area, Dry Creek Center, Healdsburg Center, and Vineyard Plaza.

Major Industries: Agriculture/wine, lumber, light manufacturing, tourism, small businesses. Industries most likely to grow: small businesses, tourism.

Area Transportation Services:

Sonoma County Transit, 576-7433

Sonoma County Airport Express, Inc., 800-327-2024

Amtrak, 1-800-USA-RAIL

Golden Gate Transit, 541-2000

Tax Revenues for 2010-2011:

Local Sales and other Taxes; \$2,372,115

Hotel/Motel Bed Tax; \$1,927,993

Healdsburg Area Update -Large Employers (E=employees):

Bear Republic Brewing; 110 FTE: brewery pub

Big John's Market : \$14 million; 73 E; retail grocery

Capital Lumber Co.: \$25 million; 91 E; lumber/wholesale.

City of Healdsburg: \$41.6 million/annual budget; 113 FTE

Clos du Bois: 120 E; constellation brands

Copperfield's Books: \$7.9 million; 90 E; books and gifts

Drycreek Vineyard: Winery & tasting room

E & M Electirc & Machinery, Inc.; \$20.8 million; 90 E; industrial automation

Entraco: \$3.3 million; 43; cables/couplings

Ferrari-Carano: Winery & tasting room

Gallo Sonoma: \$35 million; 100; winery

General Dynamics: \$22 million; 160; aerospace engineering

Healdsburg District Hospital: \$38 million; 364

Healdsburg Lumber: \$7 million; 60; lumber

Healdsburg Unified School District: \$17 million; 220

HLC, Inc. \$18.4 million; 74; building materials

Hotel Healdsburg, LLC: 150 +/-; tourism industry

Jordan Vineyard & Winery: \$29.5 million; 98; winery & tasting room

Klein Family Vintners: \$40 million; 275; winery

Max Machinery: \$8 million; 55; flow meters/urethane dispensers

Meade Clark:

Merryvale Vineyards; \$20.8 million; 40; winery & tasting room

Nu Forest Products: \$15 million; 49 lumber

Rodney Strong Vineyards; \$95 million; 150; winery & tasting room

Safeway: retail grocery

Seghesio Family Vineyards; \$18; 55

Silveira Pontiac, Buick, GMC: \$29.8 million, 47; auto sales

Simi Winery: \$41.5 million; 55; winery

Syar Industries: \$30 million; 90E; asphalt/concrete, grapes

The Belli Corporation; \$8 million est; 35 E; winery equipment manufacturing

Sonoma County Demographics: 2010 Census

Geographic Area: 1,512.72 sq. miles

Population: 481,765

Median Age: 38

Relocation Guide

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(707) 433-6935 or 1-800-648-9922 (CA)

www.healdsburg.com

"Healdsburg Hub" : Download the free app today!



NEWS SOURCES:

Healdsburg Tribune, 230 Center St, 433-4451
North Bay Business Journal, northbaybusinessjournal.com
Press Democrat, Santa Rosa, 575-7500
The Patch www.healdsburg.patch.com

REALTORS, RELOCATION SERVICES

cr/cs=commercial rental/sales, rr/rs=residential rental/sales, ll=lots, land sales/lease, ex=property exchanges, v=vineyard sales/lease; w=winery sales/lease

Acacia Exchange Services Inc., 431-1906 (ex)
BirdSong Property Management, 433-1984 (rr)
Century 21 Northbay Alliance Hbg. 888-9115

(cr,cs,rr,rs)

Coldwell Banker, Giovannoni & Cooper, 433-3397

(cr,cs,rr,rs)

Dayton & Tremont Real Estate, 433-4476

(cr,cs,rr,rs,ll)

Engel & Völkers, 473-8944 (rs,cs)

Foss Creek Partners, 433-2240 (cs)

Fowler Associates Cir, 433-0405 (rs)

Gary L. Sumner, Coldwell Banker, 535-8732 (rs,cs)

Healdsburg Realty, 433-6555 (cr,cs,rr,rs)

Healdsburg Investors, 916-436-2600

Healdsburg Property Management, 433-8899 (rr)

Healdsburg Sotheby's International Realty,

433-6555 (cr,cs,rs,v,w)

Michael Laird, RE/Max Full Spectrum, 206-5606

(cr,cs,rs)

Next Investments, Inc., 696-6011, (cr)

North County Properties, 857-1728 (cs,cr,rr,rs,v,w)

Pacific Union | Christie's International Real Estate,
547-3800 (cs,rs)

Phelps-Baskin Investment Group, (650) 321-8520

Quaker Hill Development Corp., P.J. Lenz,

431-1780 (cs,rs)

RE/MAX Full Spectrum, 433-2000, (cs,ll,rs,v,w)

Sauer Properties, 433-3336 (cs)

Sotheby's International Realty, 431-0777 (ll,rr,rs,v)

SVI Healdsburg, LLC (949) 566-0000

TurnKey Vacation Rentals 721-2945 (rr)

Vanguard Properties, 433-7775 (cs,ll,rs,v)

Wright Realty, 838-3200 (cr,cs,rr,rs)

FINANCIAL SERVICES: CREDIT UNIONS, BANKS, SAVINGS & LOANS, MORTGAGES

American River Bank, 412 Center St, 431-8800

Bank of Marin, 1260 Healdsburg Ave., Ste 201,
658-4233

Bank of the West, 450 Center St, 431-4100

Brush Bernard Account, Certified Public
Accountants, 433-8800

Burr Pilger Mayer, Inc, Accountant, 544-4078

Charles Reichel, CPA, 433-3316

Community First Credit Union, 32 North St,
431-1051

DLH Realty Capital, 578-7800

Exchange Bank, 1031 Vine St, 433-0400

Guild Mortgage Co., 1201 Vine St, #102, 385-8474

Hunt Conrad | Wells Fargo Bank, 328-1233

North Bay Credit Union, 1357 Healdsburg Ave,
584-0384

Mengali Accountancy, Inc. 431-0600

Mork Capital Management, 235 Healdsburg Ave,
Ste 204. 431-1057

Paul Sullivan, CFP(R)LPL, Financial Advisor,
132 Mill St, Ste 203, 433-6313

SoFi Lending LLC, 375 Healdsburg Ave, Ste 280,
473-3000

Strong Financial Strategies, 133 North St, 473-8033

Summit State Bank, 1001 Vine St, 433-5959

Thurrow Wealth Management, Financial Advisor,
239 A Center St, 431-8898

Umpqua Bank, 1115 Vine St, 431-8866

WestAmerica Bank, 511 Healdsburg Ave., 473-4390

Westwater Financial, Inc., 8979 Condo Lane,
Ste. C., Windsor, 419-3070

Wolcott Financial Solutions, Inc., 638 Healdsburg
Ave., 433-3311

MEDICAL SERVICES

Alliance Medical Center, 1381 University St,
433-5494

Animal Medical Center of Healdsburg, 16085
Healdsburg Ave, 433-4493

Healdsburg District Hospital, 1375 University St.,
431-6500

Healdsburg District Hospital Med Ofc,
1310 Prentice Dr., Suite A, 473-8445

Healdsburg District Hospital Medical Center,
1540 Healdsburg Ave, 473-4400

Memorial Beach Veterinary Hospital,
15 Healdsburg Ave, 433-6916

SCHOOLS & TUTORING

Administration, Healdsburg Schools, 1028 Prince St.,
431-3488

Alexander Valley Elementary, 8511 Hwy 128,
433-1375

Healdsburg Community Nursery School, 444 1st St.,
433-1817

Healdsburg Elementary and Charter School(s):
K-2, 400 1st St., 431-3440;

Grades 3-5, 520 Monte Vista Ave., 473-4449

Healdsburg High School, 1024 Prince St, 431-3420

Healdsburg Junior HS, 315 Grant St, 431-3410

Little Lambs Preschool, 1402 University St,
433-5779

Live Oak Pre-School, 75 W. Matheson St, 433-1543

Marce Becerra Academy, 1024 Prince St, 431-3449

Pine Tree Preschool, 20 Adeline Way, 888-7542

Rio Lindo Adventist Academy, 3200 Rio Lindo Ave,
431-5100

St. John the Baptist Catholic School, 217 Fitch St,
433-2758

The Healdsburg School (K-8), 33H Healdsburg Ave.,
433-4847

West Side Union Elementary, 1201 Felta Rd,
433-3923

COMMUNITY SERVICES

Airport (STS), Sonoma County Charles M. Schultz,
2200 Airport Bl, Santa Rosa, 565-7243

Airport, Healdsburg, 1580 Lytton Springs, 433-8540

Cable, Comcast, 3242 Airway Drive, Santa Rosa,
1-800-266-2278

Cemetery. Oak Mound, 601 Piper St, 433-4582

Electricity, Water, Sewer, Billing, 431-3307

Exclusive Property Management, 696-1585

Disposal & Garbage/Northbay Corp., 585-0291

Dump, County-166 Alexander Valley Rd, 433-5631

Dump, Recycle at the Dump - 433-0321

Gas—PG&E, P.O. Box 26, Geyserville,
1-800-743-5000

Healdsburg City Hall, 401 Grove S, 431-3316/3317

Healdsburg City Community Services/Parks & Rec,
1557 Healdsburg Ave, 431-3301

Healdsburg City Planning Department,
435 Allan Court, 431-3346

Healdsburg, City website <http://cityofhealdsburg.org/>
Healdsburg Fire Dept, 601 Healdsburg Ave,
431-3360 (non-emergency)

Healdsburg Museum, 221 Matheson St, 431-3325

Healdsburg Police Dept, 238 Center St, 431-3377

Healdsburg Senior Center, 133 Matheson St,
431-3324

Library (public) & Wine Library, 139 Piper St,
433-3772

Post Office, 1 Foss Circle, Healdsburg, 433-9276

County Animal Services, 1247 Century Court,
Santa Rosa, 565-7100

Humane Society Healdsburg Center,
14242 Bacchus Landing Way, 280-9632

North Sonoma County Services, 443 Hudson St.,
433-6161

Telephone AT&T; Within CA; 1-800-310-2355;
Outside collect 916-593-2310

Verizon Wireless, 1087 Vine Street, 800-922-0204

Vista Broadband Networks, 3020 Santa Rosa Ave,
Ste E, Santa Rosa, 792-3304